

भारत सरकार / Government of India  
परमाणु ऊर्जा विभाग / Department of Atomic Energy  
सचिवालय समन्वय अनुभाग / Secretariat Coordination Section

अणुशक्ति भवन / Anushakti Bhavan,  
छत्रपति शिवाजी महाराज मार्ग / C.S.M. Marg,  
मुंबई / Mumbai - 400 001  
इ-मेल / Email: [sectcord@dae.gov.in](mailto:sectcord@dae.gov.in)

No.16/10/2022-SCS/E-File/ 3502

Dated: - 11-03-2022

**पुष्टांकन / ENDORSEMENT**

**विषय /:** Promotion of Meetings, Incentives, Conferences,  
**Subject:** Exhibition (MICE) Tourism during off-peak season - reg

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उपरोक्त विषय पर पर्यटन मंत्रालय, नई दिल्ली से प्राप्त दिनांक 15.02.2022 के कार्यालय  
ज्ञापन संख्या NT-1101/3/2021 की एक प्रति सूचना एवं आवश्यक कार्रवाई हेतु अग्रेषित है।

A copy of Office Memorandum No.NT-1101/3/2021 dated 15.02.2022 received  
from Ministry of Tourism, New Delhi on the above-mentioned subject is forwarded for  
information and necessary action.

संलग्न / Encl.: 7 pages.

(मिनिजा रमेश / Minija Ramesh)  
अनुभाग अधिकारी (एस. सी. एस) / Section Officer (S.C.S)  
(022 - 22862661)

पऊवि के सभी संघटक इकाईयों / सार्वजनिक क्षेत्र के उपक्रमों / सहायता प्राप्त संस्थानों के प्रशासनिक प्रधान  
All Administrative Heads of Constituent Units/PSUs/Aided Institutions of DAE.

**प्रतिलिपि / Copy also to:**

1. पऊवि के सभी अधिकारी एवं अनुभाग / All Officers & Sections in DAE Secretariat.-DARPAN
2. सचिव, स्टाफ साइड, पऊवि विभागीय परिषद् / Secretary, Staff Side, DAE Departmental Council.
3. गार्ड फाइल संख्या : 16/10/2022-SCS/E-File.-For Digital filing.

PRIORITY

No. NT-1101/3/2021  
Government of India  
Ministry of Tourism  
(Niche Tourism Division)

1st Floor, Transport Bhawan,  
1, Parliament Street,  
New Delhi-110001

Dated: 15<sup>th</sup> February 2022

OFFICE MEMORANDUM

Subject: **Promotion of Meetings, Incentives, Conferences, Exhibition (MICE) Tourism during off-peak season - reg.** ✓

The undersigned is directed to refer to D.O. letter of even number dated 25th October 2021 from Secretary (Tourism) and subsequent O.M. of even number dated 04th January 2022 addressed to Secretaries of all Central Ministries/Departments on the above subject (copy enclosed for ready reference).

2. It is once again brought to your notice that promotion of MICE Tourism during off-peak season is one of the priority areas identified by the Hon'ble Prime Minister. Ministry of Tourism has identified 5 pilot tourism destinations for promotion of MICE Tourism during off-season w.e.f. 1st April 2022 to 30th September 2022. A Brief about the same is annexed (**Annexure-I**).

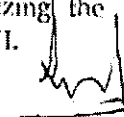
3. The list of pilot tourism destinations is as follows:-

- (i) Varanasi
- (ii) Agra
- (iii) Khajuraho
- (iv) Hampi
- (v) Bodhgaya

4. It is accordingly requested that the Central Ministries/ Departments and the organizations under their administrative control may organize meetings and conferences preferably at any of these pilot tourism destinations. The information may kindly be provided to Ministry of Tourism in **Annexure-II** for compiling so that a consolidated report be submitted to PMO.

5. The Ministry/ Department may contact Regional Directors of Ministry of Tourism or State Tourism Departments for any assistance in organizing the meetings/ conferences/ exhibitions, as per details given in the Annexure-III.

Encl: As above.

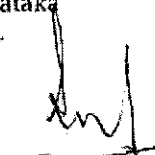
  
(Sanjay Singh)  
Deputy Director General  
Tel: 011-23714202

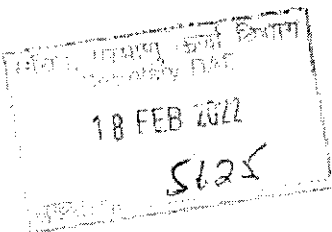
To

The Secretary,  
All Ministries/Departments,  
Government of India,  
New Delhi.

Copy to:-

- 1) Regional Director (North), Ministry of Tourism
- 2) Regional Director (East), Ministry of Tourism
- 3) Regional Director (West), Ministry of Tourism
- 4) Regional Director (South), Ministry of Tourism
- 5) Principal Secretary, Department of Tourism, Government of Uttar Pradesh
- 6) Principal Secretary, Department of Tourism, Government of Madhya Pradesh
- 7) Principal Secretary, Department of Tourism, Government of Karnataka
- 8) Principal Secretary, Department of Tourism, Government of Bihar
- 9) Vice Chairman, India Convention Promotion Bureau (ICPB)

  
(Sanjay Singh)  
Deputy Director General



**Reducing Seasonality at Tourism Destinations  
By organizing Meetings and Conferences during off-season**

**1. Promoting MICE to reduce seasonality**

One of the key challenges of Tourism Sector is seasonality of our tourist destinations, which reduces the competitiveness and potential benefits of tourism. Hon'ble Prime Minister has directed to promote Meetings, Incentives, Conferences & Exhibitions (MICE) Tourism during off season at various tourism destinations in order to ensure that the tourism infrastructure such as hotels and other attractions are optimally utilized during off-season.

**2. Pilot Tourist Destinations**

In this connection, following tourist destinations have been identified by the Ministry of Tourism for promotion of MICE during off-season between 1<sup>st</sup> April to 30<sup>th</sup> September.

- (i) Varanasi
- (ii) Agra
- (iii) Khajuraho
- (iv) Hampi
- (v) Bodhgaya

**3. Off Season**

Currently, the off season for the above destinations is between 1<sup>st</sup> April to 30<sup>th</sup> September.

**4. Promotion of MICE during off season – Generating Demand**

Following three strategies to be used

**(i) Central Government Ministries and PSUs**

All Central Government Ministries and PSUs under them to be requested to organize their meetings, incentives, conferences and exhibitions at these destinations during off season.

**(ii) State Governments**

The Concerned State Governments to encourage all departments and PSUs to organise their meetings, incentives, conferences and exhibitions at these destinations during off season.

**(iii) Private Sector**

The Private Sector through their Associations such as CII, FICCI, ASSOCHAM etc. to be requested to encourage their members to organize meetings, incentives, conferences and exhibitions at these destinations during off season.

**5. Supply Side**

Following three strategies to be used"

**(i) Attractive Discounts**

Tourism and hospitality industry to provide attractive discounts for MICE events during off season.

**(ii) Additional offerings**

Develop additional offerings such as festivals and events during off season.

**(iii) Special incentives**

State Governments/ ASI can offer discounts in tickets for monuments during off season. They may also allow MICE organisers to host hi-tea, lunch and dinners at these attractions to provide them unique and exclusive experience. Some of the star speakers at such events may be hosted by Ministry of Tourism or State Tourism Department as an additional incentive to the organisers.

**6. Action Plan**

**(i) Collect relevant data**

Collect relevant information regarding hotels, convention centres and other facilities and the discounts being offered at the destination. The data regarding number of events during the season and off-season in the past may also be collected.

**(ii) Publicity and awareness**

Wide publicity and awareness to be created amongst the Government and Private Sector entities with details of the offerings from the destination to attract them for holding MICE events at the destination.

**(iii) Follow up with Government and Private Sector entities**

Ministry of Tourism and State Tourism Departments to ensure active follow up with Government of Private Sector entities for organizing MICE events at these

destinations. Ministry of Tourism and State Tourism Departments to take lead in organizing events during off-season at these destinations.

(iv) **Track progress**

Track progress of number of MICE events hosted at these destinations and analyse the data with past years to develop insights and measure the efficacy of various measures and take suitable corrective action. Periodic reports to be submitted to Ministry of Tourism.

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**Annexure-II**

<b>Name of the Ministry/ Department/ PSU/other office under administrative control of the Ministry/ Department</b>	
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<b>S. No.</b>	<b>Date of Meeting/ Conference/ Exhibition</b>	<b>Subject</b>	<b>No. of participants</b>

Annexure-III

Nodal Officers for coordinating with Central Ministries  
for MICE destinations during off season

S. No.	Name of the Pilot Tourism Destination	Regional Director, Ministry of Tourism	Principal Secretary(Tourism) State Government
1.	Varanasi	Shri Anil Oraw, Regional Director (North) e-mail: anil.oraw@nic.in Mobile No. 83830-67847	Shri Mukesh Kumar Meshram, Principal Secretary (Tourism), Government of Uttar Pradesh e-mail: psec.tourism@gmail.com Tel. No. 0522-2237191/ 2239298/ 2308993
2.	Agra		Shri Sheo Shekhar Shukla, Principal Secretary (Tourism), Government of Madhya Pradesh e-mail: pstourism@mp.gov.in Tel. No. 0755-2708517/ 2708451
3.	Khajuraho	Shri D. Venkateshan, Regional Director (West) e-mail: adit-tour@nic.in Mobile No. 97170-00858	Shri Santosh Kumar Mall, Principal Secretary (Tourism), Government of Bihar e-mail: secy-tourism-bih@nic.in Tel. No. 0612-2215531/2234194
4.	Bodhgaya	Shri Sagnik Chowdhury, Regional Director (East) e-mail: sagnik.chowdhury@gov.in Mobile No. 99559-95670	Shri Pankaj Kumar Pandey, Principal Secretary (Tourism), Government of Karnataka e-mail: acs-tour@karnataka.gov.in Tel. No. 080-22255482/ 22034007
5.	Hampi	Shri Mohamed Farouk, Regional Director (South) e-mail: mohd.farouk@nic.in Mobile No. 98104-68262	